

Eastern States Radio Corporation

COLLEGE RADIO SERVICE DIVISION

P. O. BOX 1982
COLUMBUS 16, OHIO
WORTHINGTON 2-5277

Dear Station Manager:

Eastern States Radio is offering for sale two new package program series on College Radio - one an hour program of classical or semi-classical music, to be broadcast 3 or 5 days a week for 26 weeks; the other a play-by-play basketball series, to be broadcast during the basketball season.

The music package:

Programs in this series will be built around formats and continuity furnished by ESR, utilizing records furnished by ESR. Music will vary in vein from program to program, but will remain within the range of symphonies, popular classics, Broadway show music, and the like. Complete scripts - for both the program and the commercials - will be provided, and all records furnished become the permanent property of the station.

Stations will be paid for these broadcasts according to their published schedule of national advertising rates, after deduction of applicable frequency and group discounts and all customary commissions. One-half the actual cost of the records provided to produce the series will also be deducted from the amount paid to the station.

To be eligible for consideration for this series, your station must have facilities to play both 78 and 33 RPM recordings, and must have a pickup head for use with LP records.

The play-by-play sports package:

Programs in this series will include home and away basketball games your school will play this season. You will need a good play-by-play sports announcer to qualify. If you want to be considered for this package, supply us with a breakdown of your costs for lines for away games and local loops for home games (to a maximum of \$1000 per station per season). We assume that you will agree that if a sponsor makes possible the facilities to enable you to broadcast these games (line charges usually being the factor prohibiting most stations from doing play-by-play), you will not feel any additional charges for broadcast time would be required.

If you want to be considered for either one of these plans, or both:

Just fill in and return the appropriate information sheets enclosed. We will go to work on your behalf immediately to interest national advertisers in your station.

Sincerely yours,

EASTERN STATES RADIO CORPORATION

package programs on college radio

SALES OFFICE • 545 5TH AVENUE • NEW YORK 17

Dear Station Manager:

Eastern States Radio is offering the same old-timey program as Series on Columbia Radio - the 5th Program of the old-timey series, to be broadcast 1 to 5 days a week. The other 4 days of the week, to be broadcast during the baseball season.

1871

the program and the committee will be provided with all necessary information.

The amount paid to the station.
cost of the records provided to produce the films will also be deducted from
party and group expenses and all salary payments. On behalf of the school
and schedule of national advertising rates, after deduction of applicable taxes.

Persons who do not have their names listed in the accounting records are prohibited

Good for use with 1000.

1940-1941

for broadcast time would be reported.

It you want to be considered for a position in the

1914. A. V. 13. 11th

WESTERN STATES RADIO CORPORATION

(Station call)

(Name of college)

(City and state)

Check facilities you have:

____ 78 RPM turntables
____ 33 RPM turntables
____ LP pickup head
____ 45 RPM turntables
____ Tape Recording facilities
____ single track recorder
____ double track recorder

Station frequency _____

Complete station mailing address:

(Name of station manager)

(Manager's college residence)

Actual number of students
within area covered by your
signal who can hear station:

Station telephone number _____

Cross out any days on which you do not broadcast commercially:

SUN MON TUES WED THURS FRI SAT

Enter hours of broadcast (specify AM or PM):

Sunday _____
Monday _____
Tuesday _____
Wednesday _____
Thursday _____
Friday _____
Saturday _____

Rate code _____ (see ESR code sheet)

One hour of classical or semi-classical music could be scheduled at _____ PM on

SUN MON TUES WED THURS FRI SAT

(circle days available - minimum of 5)

(Station call)

(City and state)

(Name of college)

Check facilities you have:

75 RPM turntable
33 RPM turntable
LP pickup head
45 RPM turntable
Tape Recording facilities
single track recorder
double track recorder

Station frequency

(Name of station manager)

Complete station mailing address:

(Manager's college residence)

Actual number of students
within area covered by your
signal who can hear station:

Station telephone number

Give out any days on which you do not broadcast commercially:

SUN MON TUES WED THURS FRI SAT

Enter hours of broadcast (specify AM or PM):

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

Rate card (see ESN code sheet)

One hour of classical or semi-classical music could be scheduled at _____ PM on _____

SUN MON TUES WED THURS FRI SAT

(Classical days available - minimum of 5)

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

_____ campus

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
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Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local loops as required, and installation charges where they apply for EVERY GAME you estimate. ~~Not are deducted~~

~~the commission received by the sponsor's advertising~~
ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to \$1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
------	---------	--------------	------------------------	---------------

Notes: Under "total charges," be sure to include line charges for the full time of the game, cost of local phone as required, and installation charges where they apply for EVERY GAME you estimate.

ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to \$1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package series. Two copies of the form are included so you can make a carbon for your records.)

_____ campus

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
------	---------	-----------------	---------------------------	------------------

Note: Under "total charges," be sure to include line charges for the full time of the game, cost of local loops as required, and installation charges where they apply for EVERY GAME you estimate.

ESR will approach possible sponsors as soon as your report is received, but we suggest you include your full baseball schedule as well as your basketball schedule, since a sponsor - if one is found for your station - might not be signed until too late for the basketball season. We will submit a presentation to the advertiser including all games you can provide up to \$1000. If we cannot find a sponsor for your basketball, we will do our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

(Return this form if you are interested in the play-by-play sports package set-
 less. Two copies of the form are includ-
 ed so you can make a carbon for your re-
 cords.)

WE ARE INTERESTED IN THE PLAY-BY-PLAY SPORTS PACKAGE SERIES FOR BASKETBALL
 AND BASEBALL GAMES.

Date	We Play	Home or away	Basketball or baseball	Total Charges
------	---------	-----------------	---------------------------	------------------

Under "total charges," be sure to include live charges for the full time
 of the game, cost of local food as required, and installation charges
 where they apply for EVERY GAME you estimate.

ECB will approach possible sponsors as soon as your report is received,
 but we suggest you include your full baseball schedule as well as your
 basketball schedule, since a sponsor - if one is found for your station -
 might not be signed until too late for the basketball season. We will sub-
 mit a presentation to the advertiser including all games you can provide
 up to \$1000. If we cannot find a sponsor for your basketball, we will do
 our best to sell your baseball.

If you require additional space, write on the reverse of this sheet.

Eastern States Radio Corporation

Schedule of IBS-approved college radio station rates

Station Coverage	Rate Code	1 hour	$\frac{1}{2}$ hour	$\frac{1}{4}$ hour	5 min	1 min	20 secs.
2501-plus	A	\$30.00	18.00	12.00	6.00	3.00	2.10
2001-2500	B	26.50	16.00	10.75	5.25	2.70	1.90
1501-2000	C	23.50	14.00	9.50	4.50	2.35	1.65
1001-1500	D	20.00	12.00	8.00	4.00	2.00	1.40
501-1000	E	16.50	10.00	6.75	3.25	1.75	1.20
0-500	F	13.50	8.00	5.50	2.50	1.50	1.00

Frequency discounts:

13 broadcasts	5%
26 broadcasts	10%
39 broadcasts	12 $\frac{1}{2}$ %
52 broadcasts	15%
104 broadcasts	17 $\frac{1}{2}$ %
130 broadcasts	20%

Length of commercial copy:

5 min.	1:45 min.
10 min.	2:00 min.
15 min.	2:30 min.
30 min.	3:00 min.
60 min.	6:00 min.

The following additional group discounts apply to member stations of IBS:

- All men's colleges or all women's colleges sold . . . 5%
- All coeducational colleges sold 10%

(Commissions to sponsor's advertising agency, ESRC, and IBS are deductible from the amounts listed in the table above).

Schedule of 1954-1955 college radio station rates
Eastern States Radio Corporation

Station Coverage	Rate Code	1 hour	$\frac{1}{2}$ hour	$\frac{1}{4}$ hour	5 min	1 min	30 sec
2501-plus	A	330.00	18.00	12.00	6.00	3.00	2.10
2001-2500	B	264.50	15.00	10.75	5.25	2.70	1.90
1501-2000	C	238.50	14.00	9.50	4.50	2.30	1.60
1001-1500	D	20.00	12.00	8.00	4.00	2.00	1.40
501-1000	E	16.50	10.00	6.75	3.25	1.75	1.20
0-500	F	13.50	8.00	5.50	2.50	1.50	1.00

Frequency discount	Length of commercial copy
13 broadcasts 5%	5 min. 1:45 min.
26 broadcasts 10%	10 min. 2:00 min.
39 broadcasts 12 1/2%	15 min. 2:30 min.
52 broadcasts 15%	30 min. 3:00 min.
104 broadcasts 17 1/2%	60 min. 4:00 min.
130 broadcasts 20%	

The following additional group discounts apply to member stations of 1954:
 All men's colleges or all women's colleges 10%
 All coeducational colleges 15%

Commission to sponsor's advertising agency,
 EERC, and the radio station from the amount
 listed in the table above.

1954 - 1955 - 2/10